

ВАРЕНЬКИ



Preliminary information about TM "Varenyky TUT"

Substantive provisions

The trademark 'Varenyky TUT' was established in 2009. Despite TM's young age, 'Varenyky Tut' managed to establish itself as a successful, profitable and original project, and be able to create competition for even those companies which are leaders not for the first year in Ukraine. The evident reason is that 'Varenyky Tut' favorably differ from another fast food outlets in Ukraine. Traditional love for dumplings, combined with modern methods of creating catering are synthesized in an exciting and successful concept.

If to define the segment, which TM 'Varenyky TUT' operates, it lies between the restaurant and fast food. The best was taken from both areas. From the restaurant we picked high-quality food, and from fast food we took speed service and reasonable prices.

High business profitability (30 - 35% per month) defines a fairly short payback period (about 9 months, provided the operation in their own area, with high rent rate the return on investment period increases). Yield is defined by a steady stream of visitors in the restaurant on weekdays and weekends. If this condition is not implemented for any reason, economic indicators of the company are reduced.

The main benefits of TM are there: the use of high-quality, semi-finished and self-produced products; easy and fast service system; stylish interior, unique lighting and atmosphere; such additional services as an option of getting an order to go, an option to purchase our products in frozen form ("Varenyky to go"), WiFi, loyal pricing policy, wide target audience.

At this stage of its existence, TM has brought to consumers the nature of its concept and formed the core values. And we always keep on working. We are always improving ourselves, looking for new ideas and adjusting to the consumers' needs, eliminating shortcomings, transforming weaknesses into strengths.

TM's success also is the concentration of attention on the main product that we offer. Our customers know what they wish for and get what they came for, and the whole extra assortment nicely emphasizes quality, originality and identity of the main product.

An essential part of creating a positive image is the company brand. The brand is the hallmark of our business and it is more than anything else gives the impression to customers and partners. It dictates the standards that have the greatest impact on our customers, namely:

- The basic assortment of the place
- A high level of product quality and service
- Interior
- Compliance with health standards
- Musical arrangement
- Pricing policy
- Advertising and marketing policy
- Trademark logo

The main method of the restaurant chain is franchising. The working scheme operates as follows: and independent natural or legal person turns in office and willingly undertakes to strictly comply with the franchisor requirements as the franchise owner. The agreement on the use of commercial concession is signed for 5 years.